

Sample 1000 U.S. Adult Citizens
 Conducted July 27 - 29, 2022
 Margin of Error ±3.4%

1. Which best describes your relationship status?

Married	41%
Living together, but not married	10%
In a serious relationship	6%
In a casual relationship	3%
Single, and looking for a partner	11%
Single, and not looking for a partner	25%
None of the above	3%

2. Do you personally (or jointly with a spouse), have any money invested in the stock market right now, either in an individual stock or in a mutual fund?

Yes	43%
No	57%

3. Would you say that you have personal financial goals?

Yes	68%
No	21%
Not sure	12%

4. How confident, if at all, do you feel about your ability to reach your financial goals?

Asked of people who have financial goals

Very confident	20%
Somewhat confident	43%
Not very confident	24%
Not confident at all	10%
Not sure	3%

5. How confident do you generally feel when making financial decisions?

Very confident	22%
Somewhat confident	50%
Not very confident	16%
Not confident at all	5%
Not sure	7%

6. How anxious do you generally feel about your personal finances?

Very anxious	21%
Somewhat anxious	41%
Not very anxious	21%
Not anxious at all	8%
Not sure	9%

7. How confident, if at all, do you think your parent(s) generally feel or felt when making financial decisions?

Very confident	18%
Somewhat confident	38%
Not very confident	17%
Not confident at all	7%
Not sure	21%

8. How anxious, if at all, do you think your parent(s) generally feel or felt about their personal finances?

Very anxious	14%
Somewhat anxious	35%
Not very anxious	20%
Not anxious at all	10%
Not sure	22%

9. How comfortable or uncomfortable would you be discussing your personal finances with...

	Very com- fortable	Somewhat comfort- able	Somewhat uncomfort- able	Very uncomfort- able	Not sure	Not applicable
Your parents	25%	25%	12%	9%	6%	24%
Your partner	49%	17%	5%	5%	5%	18%
Your immediate family	23%	32%	17%	12%	9%	7%
Your close friends	15%	32%	19%	18%	9%	8%
Your coworkers	6%	16%	17%	33%	8%	21%
Your acquaintances	7%	21%	24%	29%	9%	10%
A financial advisor	31%	28%	12%	7%	11%	11%
Your bank	25%	36%	14%	9%	10%	7%
A stranger	5%	10%	12%	53%	8%	11%

10. Which of the following people or sources taught you how to manage your personal finances? Select all that apply.

Parent(s)	46%
A current or former partner	16%
Family	21%
Close friends	13%
Coworkers	6%
Acquaintances	3%
A financial advisor	15%
A bank	10%
The internet and online research	19%
Finance books, videos, or podcasts	12%
A religious organization	3%
School or teachers	13%
Someone else	3%
No one	20%
Not sure	6%

11. Who do you turn to for financial advice? Select all that apply.

My partner	28%
Parent(s)	20%
Immediate family	15%
A financial advisor	22%
My close friends	11%
My acquaintances	4%
My coworkers	3%
The Internet and online research	21%
A religious organization	2%
Finance books, videos, or podcasts	9%
Someone else	2%
No one	21%
Not sure	7%

12. How often do you and your partner agree or disagree when it comes to finances?

Asked of people who are in a relationship

Always agree	11%
Mostly agree	55%
Agree as often as disagree	20%
Mostly disagree	5%
Always disagree	2%
Not sure	6%

13. Generally speaking, how important is it to you to do the following with your money right now?

	Very important	Somewhat important	Not very important	Not important at all
Save	61%	29%	6%	4%
Invest	26%	33%	22%	20%
Spend	12%	36%	34%	18%
Donate	14%	34%	26%	26%

14. Which of these is the most important for you to do with your money right now?

Asked of people who say at least one of saving, investing, spending, or donating is very important for them to do with their money

Save	68%
Invest	18%
Spend	6%
Donate	8%

15. Why don't you currently invest? Select all that apply.

Asked of people who say they don't currently invest in stocks

I don't have the funds to invest	45%
I don't know enough about investing	27%
I feel safer saving my money rather than investing it	27%
It feels too risky	30%
I'd rather spend my money than invest it	5%
I don't have any interest in investing	19%
Other	6%
Not sure	11%

YouGov Survey: Personal Finance



Interviewing Dates	July 27 - 29, 2022
Target population	U.S. Citizens, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by gender, age, race, education, geographic region, and voter registration) was selected from the 2018 American Community Study. Voter registration was imputed from the November 2018 Current Population Survey Registration and Voting Supplement.
Weighting	The sample was weighted based on gender, age, race, education, news interest, and 2020 Presidential vote (or non-vote). The weights range from 0.247 to 5.128, with a mean of one and a standard deviation of 0.464.
Number of respondents	1000
Margin of error	± 3.4% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	60 questions not reported.